



PURPOSE

As the traditional heart and hub of government, commerce, justice and social interaction, the downtown business district plays a crucial role in the overall image of a community. The Indiana Main Street (IMS) is founded on community development that emphasizes the preservation and development of downtown resources. IMS serves motivated individuals and institutions that care about the history and future of their downtowns and communities.

Established in 1985 (IC 4-4-16), IMS is administered by the Indiana Department of Commerce's Tourism & Film Development Division. The program is advised by the Main Street Council, a public-private board led by community advocate, Glenda Murray, Business & Community Outreach Coordinator at Indiana University.

PROGRAM APPROACH

Over time, downtown's role evolves in its many environments - economic, social and cultural. Understanding and tending to that role is key to downtown's success. As a result, the Main Street approach to downtown revitalization provides a comprehensive management process designed to actively shape the downtown's economy and image. The Main Street approach's success as an economic development tool lies in its ability to capitalize on existing physical, human and economic resources. It encourages locally driven solutions based around four points:

Organization - coordinating and managing efforts of the various stakeholders involved in the redevelopment of downtown. This includes creating an organizational structure, community-based vision, and action plan to direct long-term volunteer and staff involvement.

Promotion - reestablishing downtown as a compelling place for shoppers, investors and visitors. Through a balanced blend of retail events, public relations, image development and special events, downtown can excite current customers and attract new ones.

Design - enhancing the visual quality of downtown. The look of downtown - its streets, amenities and storefronts - is unique to each Indiana community. That look can be enhanced through infrastructure improvements, landscaping and property re-use and rehabilitation. IMS teaches that historic downtown structures can be rehabilitated to suit today's needs while respecting the craftsmanship of previous generations.

Economic Restructuring - strengthening the existing economic assets of the business district while diversifying its economic base. Activities include recruiting new businesses to provide a balanced business mix; converting unused space into housing, offices, entertainment or cultural facilities; and sharpening the competitiveness of Main Street's traditional business.

The Main Street four-point approach, developed by the National Main Street Center, is incremental, requiring long-term commitment to make real change possible.

PROGRAM SERVICES

IMS provides a wide array of technical assistance to participating communities, including on-site technical assistance, workshops and conferences, a lending library and publications. The three levels of Indiana Main Street are 1) Main Street Members; 2) Main Street Community; or 3) Certified Main Street Community.



MAIN STREET COMMUNITY SERVICES AND REQUIREMENTS

Main Street communities are those that have expressed an interest in the Indiana Main Street (IMS) and the Main Street approach to downtown revitalization. Any community in Indiana may participate at this level after completing the application and meeting the five Main Street Community criteria.

Eligible communities will:

1. Submit a complete application.
2. Have a site visit from Indiana Main Street or designee.
3. Conducts a board development program and/or has an annual retreat.
4. Submits a work plan and/or goals for the organization.
5. Submits a complete annual report to Indiana Main Street.

Main Street communities will be:

1. Eligible for scholarships at Indiana Main Street workshops & conference.
2. Eligible to receive support letters for submitted grants after a site visit.
3. Eligible to submit proposals for design assistantship and any other program offered by Indiana Main Street.
4. Encouraged to participate in all Indiana Main Street activities.
5. Eligible for site visit by Indiana Main Street staff or designee. The site visit will include what is determined to be the community needs based on a phone consultation.
6. Eligible staff presentation at community meeting annually.
7. Eligible to use Indiana Main Street's lending library.
8. Listed in the Indiana Main Street Annual Directory.
9. Recognized at annual Conference.
10. Eligible to receive additional points in all IDNR, Division of Historic Preservation & Archeology grant proposals. (INDOT, IDOC, & Tea 21)



MAIN STREET COMMUNITY APPLICATION

I. APPLICANT INFORMATION

Date: _____

A. Community: _____
County: _____
Organization: _____

B. Designated contact (receives all official correspondence for your community):
Name and Title: _____
Address: _____
City, State, ZIP: _____
Telephone: _____
Fax: _____
Email: _____
Website: _____

C. Community's chief elected official:
Name and Title: _____
Address: _____
City, State, ZIP: _____
Telephone: _____
Fax: _____
Email: _____

D. Did this community participate in the Indiana Main Street program demonstration (1986-1989)?
Yes _____ No _____ If yes, in which tier: ___ Affiliate ___ Associate ___ Partner

II. MAIN STREET COMMUNITY COMMITMENT STATEMENT

We, as designated representative(s) of the above-named community do hereby apply for admittance to the Affiliate tier of the Indiana Main Street program.

If accepted, the officers of _____ (name of downtown organization) agree to meet the requirements outlined in the "Service and Requirements" page of this application. We understand that failure to adhere to the aforementioned program requirements may result resuming status as a Main Street Member.

Designated Contact Person's Signature

Date

Chief Elected Official's Signature

Date

III. ATTACHMENTS

Please attach the following:

- A list of board members of the downtown organization/committee showing their names, addresses and affiliations.
- A workplan or list of activities the organization plans to implement (calendar).
- A map of the downtown (Central Business District).
- Any current promotional pieces on the downtown and/or community.

IV. Briefly describe the physical conditions of your downtown buildings, infrastructure and public areas.

V. Briefly describe the economic conditions of your downtown, and how it relates to the broader area business community.

VI. Briefly outline efforts to improve your downtown in the past five years. These efforts could be by your organization, other organizations, businesses or government. Were they successful or not?

Please make a copy for yourself and send the original to:
Indiana Main Street, Indiana Department of Commerce, One N. Capitol Ave., Ste. 700, Indianapolis IN 46204